



*The only annual benchmarking research and advocacy project that equips accounting & advisory firms to detect, develop and drive competitive advantages from diversity initiatives and trends.*

## **How the 2021 Accounting MOVE Project Works**

- Join MOVE – register for the MOVE Project survey by June 30, 2021
- Pay an administrative fee scaled to firm size
- Attend the free MOVE Project mini-summit on June 23, hosted by CPAacademy; complete advance mini-summit mini-survey by April 30
- Complete MOVE Project survey by July 19, 2021; complete interviews with MOVE researchers
- Best CPA Firms for Women and Best CPA Firms for Equity Leadership lists & full report released by the [AFWA](#) October 18, 2021 at its annual conference
- 2021 MOVE Project report released by the [AFWA](#) October 18, 2021 at its annual conference
- Confidential firm snapshots sent in November 2021
- Apply MOVE insights to better recruit, retain, develop and advance diverse talent; Detect your firm’s unique strengths and gain competitive advantages
- Plan to join the 2022 Accounting MOVE Project, which opens in May 2022

## **Learn More at the [Accounting MOVE Project Archives](#)**

- Use infographics, tips, and prior reports for benchmarking and programs
- Sign up to receive MOVE Project special reports and updates
- Join the Accounting MOVE Project LinkedIn Group  
<https://www.linkedin.com/groups/6755444>

The Accounting MOVE Project is designed and managed by content strategy firm Wilson-Taylor Associates, Inc., in partnership with the Accounting & Financial Women’s Alliance (afwa.org), which releases the Best CPA Firms for Women and Best CPA Firms for Equity Leadership. The Accounting MOVE Project is made possible by the support of founding sponsor Moss Adams. Questions? Contact project manager Joanne Cleaver at [jycleaver@wilson-taylorassoc.com](mailto:jycleaver@wilson-taylorassoc.com) & 980.224.8781.

<b>MOVE Project Component</b>	<b>2021 only</b>	<b>2022 &amp; going forward</b>
<b><i>MOVE Project survey demographics</i></b>	2 demographic categories only: total employees; & partners & principals; complete M,O,V,E qualitative	Full complement of employee demographics; complete M,O,V,E qualitative
<b><i>MOVE survey submission deadline</i></b>	July 19, 2021	May
<b><i>MOVE Project report released</i></b>	October 18, at the opening of the AFWA annual conference	In October at the AFWA annual conference
<b><i>Mini-summit for HR &amp; talent leaders</i></b>	June 23, hosted by CPAacademy	TBD
<b><i>Mini-survey in advance of mini-summit</i></b>	Responses due by April 30	No advance mini-survey
<b><i>Firm administrative fee - includes confidential firm snapshot</i></b>	<300 employees \$300	\$700
	301 – 599 employees \$400	\$900
	>600 employees \$650	\$1,400
<b><i>Scorecard upgrade</i></b>	Not available	Available for additional fee
<b><i>Best CPA Firms for Women list &amp; Best CPA Firms for Equity Leadership list, presented by the AFWA based on MOVE Project research</i></b>	2020 list status automatically renewed for 2021, for firms participating in the 2021 Accounting MOVE Project; new firms may qualify for addition to the list	List qualifications revert to historical norm: firms must earn a spot based on current year status of women & women of color plus proof of ongoing commitment & results to advance all women